Suraj Pratap Samirlal Poddar

Homework 2

MGMT 500 90 2020 Strategic IS Planning Engineering & Management

Amjad Umar, Ph.D

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**Homework 2:**

**Assignment: Read the Boo.com Case Study**

Question:

What are the 5 key lessons learned from this case study

* Lack of Planning, Budgeting and Execution
* Boo.com was a startup company, they not only tried to expand rapidly but over promised lot of other stuff which they couldn’t deliver on time
* The Technology Software used by Boo.com was expensive and has proven to be slow and ineffective
* Ineffective Business Model
* Advanced Search Engine and Internet Based Web model to shop online without physically being at the store

What is the relationship to Other Case Studies (common lessons? new lessons)

* Strategic Planning, Budgeting, follow Best Practices to fight and transform. Comparing different business models and lessons learnt on how to be effective in implementing/executing Strategies helping Business drive towards the success

What is the company doing now (Fast Forward: one sentence)?

* Directing Customers to the Online Websites selling merchandise customers want to buy/purchase. Failed in Business

**Assignment: Read the GE Case Study**

Question

What are the 5 key lessons learned from this case study

* Rising as a Global Leader has helped the company to achieve profits in the past two decades
* Targeting multiple Industries, diversifying in manufacturing various products has added value to Company’s success
* Online Selling and Purchases on the Internet has added an additional benefit/advantage to the current sales
* Automation and Customer Service to improve sales and customer satisfaction
* Gathering data through Customer Feedback has helped to constantly evolve and innovate

What is the relationship to Other Case Studies (common lessons? new lessons)

* Online Internet selling and purchase have helped the company gain an additional advantage similar to Boo’s and McNally’s case study on how Internet can be a powerful and useful way/medium to do Business

What is the company doing now (Fast Forward: one sentence)?

* Manufacturing and Providing Various products and Services and is considered to be among one of the top Successful Companies leading the market

**Assignment: In Chapter 4 (Umar), please read section 4.4 and section 4.5 and answer the questions listed in the next column.**

Question

What is the main idea of the opening vignette of Chapter 4 (one sentence)?

* Emerging in Digital Strategy

List 5 lessons learned (one line each) from Chapter 4 (section 4.4)

* Carry out SWOT Analysis to identify/evaluate your Strength, Weakness, opportunities and Threats
* Identify the Target Market and the Product/Services required by Customers
* Evaluate Internal/External Analysis, Porters Model to identify Core Competencies in the current market
* Evaluate Porters Value Chain Model with first and second Activities
* Application and Business Planning

List 5 lessons learned (one line each) from Chapter 4 (section 4.5)

* Eight dimensional and Multidimensional View of Digital Enterprise
* Analyze multiple technologies before investing
* How to incorporate/Align IT with Business Requirement
* Different Organizations concepts and Business Patterns
* Monitoring completion of Strategic Goals focusing on different aspects

Visit www.panmore.com site and review the Apple Business Analysis by using Porter’s Five Forces Model. What are the main recommendations (2-3 sentences)?

* There is a Strong neck to neck competition between Apple and its Rivalries which has a direct impact to business. Hence, they should focus on Innovating and taking a different approach to Strategize and compete successfully against its rivalries

Find 2 more case studies by visiting [www.panmore.com](http://www.panmore.com) site and explain the main recommendations (2-3 sentences per case study).

* Burger King – Introduce various products to attract all kind of age groups and working on Service quality and customer satisfaction to improve products
* Sony – Innovate and use advanced technology in Mobile devices to catch up with the technology to overcome weakness and work on addressing vulnerabilities it their Network by focusing on Security

**Assignment: Please read Section 5.3 and 5.7 of Chapter 5 (Umar) and section 6.3 of Chapter 6 (Umar). Then answer the questions listed in the next column.**

What is the main idea of the opening vignette of Chapter 5 (one sentence)?

* Supply Chain Architecture and Automated Sales of Walmart

List the case studies and also 5 lessons learned (one line each) from Chapter 5 (section 5.3 and 5.7)

* Classifying applications, Technology and Users depending on levels
* Smart Apps, We based and Mobile based Composite Applications
* Enterprise Application utilized for Smart cities
* Block chain for Smart Cities
* RFID application

What is the main idea of the opening vignette of Chapter 6 (one sentence)?

* To perceive the risks associated in ERP System

List names of the case studies and also 5 lessons learned (one line each) from Chapter 6 (section 6.3)

* Nestle’s ERP
* Cadbury ERP
* Hershey’s ERP
* Pacific Gas and Electric Failure
* Garett Engine
* ERP Implementations leading to Company’s success
* Customer Relationship Management and Categories of ERP System
* Evaluation and Requirements of ERP
* Architecture and Trends in ERP
* Strategic Enterprise Planning

Read the “CASESTUDY5. SMART ERPs ON THE MOVE -- FEW SNIPPETS “at the end of this document and identify the most interesting ERP development in your case

* Both Smart CRM systems and Smart SCM system

**Assignment: Suppose that you are planning to start a company that is very similar to the Connie’s Clothing Store Case Study in Chapter 3 (Umar). Review the case study and answer the following questions**

Will you address business issues before technology issues (yes or no)?

* Yes

Who could be your main competitors (name one)?

* Macys, Nordstrom, Lord & Taylor

What could be the new entrants

* New Retailers following the same concept as per the current trend

What could be the substitute products

* Similar product with low cost

What will be your product strategy (new products to new customer or existing products to new customers)?

* New Products to New Customer

What will be the main Business Processes (list 10)?

* Management, Finance & HR
* Marketing & Sales
* Technology Management
* Accounting Management
* Product Development
* Customer Relationship and Strategy
* Sales
* Infrastructure
* Manufacturing, Procurement and Operations
* Customer Support/service

What will be the most critical Business Processes (list 3)?

* Product Development
* Customer Relationship and Strategy
* Customer Acquisition

Go to the SPACE site (www.space4ict.com) and identify one game that could be of value to this case study.

* Business Strategic Planning

**Assignment: Review Project2 and answer the following questions**

Does Project2 include technology considerations

* Yes

Which parts of Project1 are expanded and refined in Project2?

* Technology Plan, Business Plan, ERP, Application Plan, Application Matrix, Enterprise Information Systems

How many attachments are in Project2 Description?

* One

Your PowerPoint deliverable must have annotations and explanations.

* Yes

You need to specify the references used and the effort (percentage contribution) of the team members.

* Yes

Can a team submit multiple files?

* No

Which case studies that you have reviewed in this homework will be of help in Project2 (identify only 3, with one sentence explanation for each).

* Boo.com, GE & Smart ERPs on the Move

Does Project2 involve SPACE experiments?

* Yes